

II. Wisconsin Sesquicentennial Commission-- Richard Speros, Secretary, Department of Tourism

The Wisconsin Sesquicentennial Commission requests approval of 1.0 unclassified GPR project position in the appropriation under s. 20.525(1)(e) and 3.0 unclassified PR project positions in the appropriation under s. 20.525(1)(g), all ending March 31, 1999, in order to carry out the mission of the Sesquicentennial Commission.

Governor's Recommendation

Approve the request.



Legislative Fiscal Bureau

One East Main, Suite 301 • Madison, WI 53703 • (608) 261-3700

Staff Recommendation:
Alternative 1

TO: Members
Joint Committee on Finance

FROM: Bob Lang, Director

SUBJECT: Wisconsin Sesquicentennial Commission -- Section 13.10 Request to Authorize 4.0 FTE Project Positions for Commission Operations -- Agenda Item II

The Wisconsin Sesquicentennial Commission is requesting that the Joint Committee on Finance authorize 1.0 GPR unclassified project position and 3.0 PR unclassified project positions (and associated expenditure authority for the PR-funded positions) to staff Commission operations. The Commission requests that these project positions be authorized through March 31, 1999.

BACKGROUND

The Wisconsin Sesquicentennial Commission is a 29-member body which is responsible for planning activities associated with the 150th anniversary of Wisconsin's admission as a state in 1848. The Commission is attached administratively to the Office of the Governor.

As a result of the enactment of 1995 Wisconsin Acts 27, 216 and 445, the following appropriations have been created and funded to support the Commission's activities:

- \$150,000 GPR has been appropriated in 1995-96 in a biennial appropriation [s. 20.525(1)(e) of the statutes] to support its general program operations. Funds appropriated in a biennial appropriation are available during both fiscal years of the biennium. Any unencumbered balance on June 30 of the second fiscal year lapses to the source fund.

- \$250,000 GPR has been appropriated in 1995-96 in a continuing appropriation [s. 20.525(1)(em) of the statutes] as a supplement to support its general program operations. Funds appropriated in a continuing appropriation are expendable until fully depleted or repealed by subsequent laws and do not lapse.

- \$1,250,000 GPR has been appropriated in 1995-96 in a new, continuing appropriation under the Committee's supplemental appropriations [s. 20.865(4)(c) of the statutes] for the purpose of supporting the Commission's general program operations. These funds may be released by the Committee to the Commission on a dollar-for-dollar matching basis once the Commission provides documentation that it has received the gift and grant seed monies. However, this matching release mechanism does not apply for the first \$250,000 of gifts and grants received by the Commission.

- The Commission also has three PR-funded gifts and grants appropriations: one for all monies received from general gifts, grants and bequests received by the Commission [s. 20.525(1)(g) of the statutes]; one for all monies received from the supplementation transfers made to the Commission by the Committee [s. 20.525(1)(k) of the statutes]; and an annual appropriation [s. 20.525(1)(h)] for expenditure license fee revenues received from the sale of Commission-licensed products relating to the sesquicentennial observance.

- The Commission has a SEG-funded continuing appropriation [s. 20.525(1)(qr) of the statutes] to which the net proceeds from the sale of special sesquicentennial motor vehicle registration plates will be deposited, beginning in 1997.

None of the acts establishing the above appropriations included any position authority for the Commission. Under s. 14.26(5g)(a) of the statutes, subject to receiving the necessary position authorization, the Commission may appoint staff outside the classified service and fix their compensation.

ANALYSIS

The Commission is requesting that the Committee authorize 1.0 GPR unclassified project position through March 31, 1999, to function as executive director. The Commission proposes that this position be authorized under the agency's s. 20.525(1)(e) biennial general program operations appropriation. The Commission is also requesting that the Committee authorize 3.0 PR unclassified project positions through March 31, 1999, to function, respectively, as assistant director for merchandising and marketing, administrative assistant/office manager, and office receptionist. The Commission proposes to fund these positions from the agency's s.20.525(1)(g) general gifts and grants appropriation.

As identified by the Commission, the types of positions and the responsibilities of each position functions and characteristics of the positions are as follows:

Executive Director. An executive director would provide overall direction to the planning, funding, coordination and promotion of sesquicentennial events over the life of the Commission. Initially, the executive director will play an important role in securing private sector gifts and grants for the Commission. The executive director would initially be paid \$70,000 GPR annually (with fringe benefits, a cost of \$91,700 GPR annually). Since only nine months of funding for

the position would be required for the remainder of the 1996-97 fiscal year, a total of \$68,800 GPR would be expected to be expended for the position for that period.

Assistant Director for Merchandising and Marketing. An assistant director would coordinate the Commission's motor vehicle registration plate marketing effort as well as any other authorized merchandising activities. The assistant director would serve as the Commission's publicity liaison, coordinate Commission grant programs and oversee interagency coordination efforts. The assistant director would initially be paid \$45,000 PR annually (with fringe benefits, a cost of \$59,000 PR annually). Since only nine months of funding for the position would be required for the remainder of the 1996-97 fiscal year, a total of \$44,200 PR would need to be authorized for the position for that period.

Administrative Assistant/Office Manager. An administrative assistant/office manager would provide direct administrative support to the executive director, members of the Commission and other Commission staff. This person would oversee the daily operation of the office, coordinate research and correspondence, staff Commission meetings and assist with budget oversight. The office manager would initially be paid \$25,000 PR annually (with fringe benefits, a cost of \$32,800 PR annually). Since only nine months of funding for the position would be required for the remainder of the 1996-97 fiscal year, a total of \$24,600 PR would need to be authorized for the position for that period.

Receptionist. The Commission's request indicates that when its activities and the overall level of public interest are sufficient to necessitate an office receptionist, the Commission will consider hiring such a receptionist. Currently, the Commission assumes that the position would likely be required by early 1997. The position would handle and route public enquiries, provide clerical assistance, provide computer data base support and assist with other routine office activities. When hired, the receptionist would initially be paid \$18,000 PR annually (with fringe benefits, a cost of \$23,600 PR annually). If the receptionist position would be filled on or about January 1, 1997, a total of \$11,800 PR would need to be authorized for the position for the remainder of the 1996-97 fiscal year.

In reviewing these position requests, it may be noted that the Commission has the statutory responsibility to plan and prepare the state's sesquicentennial observance and to report annually to the Governor and the Legislature on its activities. With the 1998 observance year soon approaching, the Commission must begin a systematic effort to attract private sector donors, begin the operation of series of grant programs targeted to four different publics, and undertake marketing efforts to license sesquicentennial-related products and to promote the sesquicentennial motor vehicle registration plate which first becomes available January 1, 1997. All of these considerations tend to support the need to authorize the executive director, assistant director and administrative assistant project staff positions to enable the Commission to carry out its duties.

With respect to the receptionist position, the Commission indicates that it would likely hire a receptionist once there is sufficient office activity to warrant such a position. The Commission believes that this level of office activity would most probably be reached during early 1997.

However, given the uncertainty as to when the level of office activity will justify such a position and because the Commission currently has the authority to seek future position authorizations under s. 16.505(2) passive review procedures, the Committee could consider not authorizing the receptionist project position until the Commission has a better assessment of its future office staffing workload needs.

As noted above, if the Committee acts to provide the position authority for some or all of the requested positions, funding for the nine remaining months in 1996-97 would be required for three of the four positions. (If the receptionist position is also authorized, no more than six months of funding in 1996-97 would be required for that position.) There is currently more than sufficient GPR funding appropriated to support the requested executive director position. While the Commission currently has only \$35,000 in program revenues on hand, it indicates that it has in excess of \$400,000 in firm pledge commitments. Thus, the total of the available funding plus firm pledge commitments indicates that there would be more than sufficient revenues in 1996-97 to support the requested positions funded from the s. 20.525(1)(g) appropriation.

The Commission has proposed that the executive director position be authorized under the agency's s. 20.525(1)(e) GPR biennial appropriation. As a technical consideration, however, it may be noted that unless the Governor and the Legislature act to provide base level funding for this appropriation in the 1997-99 biennium, there will be no funding available in the appropriation to support the continuation of the executive director position after June 30, 1997. Therefore, it would appear to be more appropriate to fund the executive director position from the Commission's s. 20.525(1)(em) GPR continuing appropriation since the position could then be supported from the continuing resources available in that appropriation during both 1996-97 and also the 1997-99 biennium.

ALTERNATIVES

1. Approve the Wisconsin Sesquicentennial Commission's request to authorize through March 31, 1999, 1.0 GPR unclassified project position (executive director) under s. 20.525(1)(e) of the statutes and 3.0 PR unclassified project positions (assistant director for merchandising and marketing, administrative assistant/office manager, and office receptionist) and associated expenditure authority of \$80,600 PR in 1996-97 under s. 20.525(1)(g) of the statutes to provide staff support for the Commission.

2. Modify the Wisconsin Sesquicentennial Commission's request by authorizing through March 31, 1999, 1.0 GPR unclassified project position (executive director) under s. 20.525(1)(em) of the statutes *[rather than under s. 20.525(1)(e)]* and 3.0 PR unclassified project positions (assistant director for merchandising and marketing, administrative assistant/office manager, and office receptionist) and associated expenditure authority of \$80,600 PR in 1996-97 under s. 20.525(1)(g) of the statutes to provide staff support for the Commission. *[This alternative funds the executive director position from the Commission's GPR continuing appropriation rather than its GPR biennial appropriation.]*

3. Modify the Wisconsin Sesquicentennial Commission's request by authorizing through March 31, 1999, 1.0 GPR unclassified project position under s. 20.525(1)(em) of the statutes [rather than under s. 20.525(1)(e)] and 2.0 PR unclassified project positions (assistant director for merchandising and marketing and administrative assistant/office manager) and associated expenditure authority of \$68,800 PR in 1996-97 under s. 20.525(1)(g) of the statutes to provide staff support for the Commission. *[This alternative funds the executive director position from the Commission's GPR continuing appropriation rather than its GPR biennial appropriation and denies authorization at this time for the Commission's receptionist position.]*

4. Deny the request.

Prepared by: Tony Mason

MO# Alt 3

BURKE	<input checked="" type="radio"/>	N	A
ANDREA	<input checked="" type="radio"/>	<input checked="" type="radio"/>	A
GEORGE	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
DECKER	<input checked="" type="radio"/>	<input checked="" type="radio"/>	A
JAUCH	<input checked="" type="radio"/>	<input checked="" type="radio"/>	A
WINEKE	<input checked="" type="radio"/>	<input checked="" type="radio"/>	A
WEEDEN	<input checked="" type="radio"/>	N	A
COWLES	<input checked="" type="radio"/>	N	<input checked="" type="radio"/>
BRANCEL	<input checked="" type="radio"/>	N	A
FOTI	<input checked="" type="radio"/>	N	A
SCHNEIDERS	<input checked="" type="radio"/>	N	A
OURADA	<input checked="" type="radio"/>	N	A
HARSDORF	<input checked="" type="radio"/>	N	A
PORTER	<input checked="" type="radio"/>	N	A
LINTON	<input checked="" type="radio"/>	N	A
COGGS	<input checked="" type="radio"/>	N	A

AYE 11 NO 3 ABS 2

CORRESPONDENCE MEMORANDUM**STATE OF WISCONSIN
Department of Administration**

Date: September 19, 1996

To: Members, Joint Committee on Finance

From: James R. Klauser, Secretary
Department of Administration

Subject: Section 13.10 Request from the Wisconsin Sesquicentennial Commission for Staff Positions

Request

The Wisconsin Sesquicentennial Commission requests approval of 1.0 unclassified GPR project position in the appropriation under s. 20.525(1)(e) and 3.0 unclassified PR project positions in the appropriation under s. 20.525(1)(g), all ending March 31, 1999, in order to carry out the mission of the Sesquicentennial Commission.

Background

The Sesquicentennial Commission was created by 1991 Wisconsin Act 269 to plan activities associated with the 150th anniversary of Wisconsin's admission as a state in 1848. Its responsibilities and resources were expanded in 1995 Wisconsin Act 27. The appropriations provided included \$150,000 GPR and a continuing gifts and grants account. The Governor objected to Act 27's transfer of the commission to the State Historical Society and his veto effectively deactivated the commission until it could be returned to the Office of the Governor. This restoration was accomplished in 1995 Wisconsin Act 216. No positions were provided. The legislation permits staff to be employed outside the classified service subject to the position authorization provisions of s. 16.505 of the statutes. The commission met the week of September 2 and voted to petition the Joint Committee on Finance for four staff positions. The position descriptions and annual salary amounts are indicated in the attached summary.

Analysis

The positions requested are consistent with the intent and spirit of the enabling legislation: to prepare for Wisconsin's 150th anniversary as a state of the Union. A GPR appropriation is available in 1996-97 to cover the estimated costs of the executive director salary and fringe benefits. Because these funds are available without further authorization, and because the gifts and grants appropriation is continuing, no supplemental expenditure authority is included in the request. Actual cash contributions have not yet been deposited in the gift and grants appropriation that would fund three of the positions; however, commission officials working with private contributors provide assurances that grant commitments in fact have been

Members, Joint Committee on Finance
September 19, 1996
Page 2

secured.

It may be noted that the commission's GPR biennial appropriation has no dollar amount in 1996-97. Consequently, there is no adjusted base level of funding created, other things equal. Funding through the life of the project (March 1999) would have to be provided as a Governor's recommendation in the next budget.

Recommendation

Approve the request.

Prepared by: Dan Caucutt
266-0777

WISCONSIN SESQUICENTENNIAL COMMISSION

Staffing

Executive Director: The Executive Director provides professional management services for the planning, funding, coordination and promotion of events throughout Wisconsin and beyond related to the observance of the sesquicentennial of Wisconsin statehood. The Executive Director would be paid a salary of \$70,000 plus benefits.

Assistant Director for Merchandising/Marketing*: The Assistant Director for Sales & Marketing will be responsible for coordinating the Commission's license plate marketing and merchandising programs with a minimum sales target of \$2.1 million. The person will also coordinate external communications; serve as the liaison for the Commission's Public Relations/Communications Committee and the Department of Tourism; coordinate the Commission's four grants programs; and oversee inter-agency activities with the Department of Natural Resources; the Department of Agriculture, Trade & Consumer Protection; the Department of Public Instruction, etc. The Assistant Director for Sales & Marketing would be paid \$45,000 plus benefits.

Administrative Assistant/Office Manager*: The Administrative Assistant/Office Manager provides administrative assistance to the Executive Director, Commission members and staff. The person will oversee the daily operations of the office including research and composition of correspondence and response to telephone inquiries; coordinate speaking engagements, Commission meetings, special projects; preparation of Commission minutes, etc. The person would also work with the Governor's office on budget oversight. The Administrative Assistant/Office Manager would be paid \$25,000 plus benefits.

Receptionist*: When the Commission's programs and the public's interest in the sesquicentennial generates to a necessary level of activity, the Commission will consider hiring a Receptionist to serve as the main receptionist and initial resource for the Commission including telephone coverage, E-mail and mail response. The person will perform program assistant work; provide computer data base support; provide miscellaneous office support functions such as review of mail, copying, ordering supplies, errands, etc. The Receptionist would be paid \$18,000 plus benefits.

*Positions funded through program revenue.

WISCONSIN SESQUICENTENNIAL COMMISSION

P.O. Box 1848
Madison, WI 53701-1848
(608) 264-7990 beginning September 30, 1996

September 11, 1996

Honorable Brian Burke, Senate Co-Chair
Joint Committee on Finance
100 North Hamilton Street
Room 302
P. O. Box 7882
Madison WI

Honorable Ben Brancel, Assembly Co-Chair
Joint Committee on Finance
119 Martin Luther King, Jr. Blvd.
Suite LL2
P. O. Box 8952
Madison WI

Dear Senator Burke and Representative Brancel:

Request

The Wisconsin Sesquicentennial Commission requests approval of 1.0 GPR unclassified project position in the appropriation under s.20.525(1)(e) and 3.0 PR unclassified project positions in the appropriation under s.20.525(1)(g) in order to provide staff for operations of the Commission. The project positions' end date is March 31, 1999.

Background

The Wisconsin Sesquicentennial Commission was created by 1991 Wisconsin Act 269 to plan activities associated with the 150th anniversary of Wisconsin's admission as a state in 1848. In the last biennial budget bill, 1995 Wisconsin Act 27, the Commission was provided appropriations and statutory responsibilities and was transferred from the Office of the Governor to the State Historical Society. The Governor objected to this transfer and vetoed select provisions, indicating at the time a desire to retain the Commission under the Governor's Office. Subsequently, 1995 Wisconsin Act 216 restored the Commission and appropriations to the Office of the Governor.

Under current law the Commission has \$150,000 GPR in a continuing appropriation. In addition, it has a program revenue continuing appropriation for "all moneys received by the Wisconsin sesquicentennial commission from gifts, grants or bequests to be used for the purposes for which made and received." The Commission is authorized to employ staff outside the classified service subject to the provisions of s.16.505 of the statutes.

In its meetings the week of September 2, the Commission voted to seek approval of the Joint Committee on Finance under s.13.10 for four project positions: an Executive Director to be funded from the Commission's 20.525(1)(e) GPR appropriation, and three additional positions to be funded from the 20.525(1)(g) gifts and grants appropriation. These positions are described in the attachment.

At this time the Commission requests of the Joint Committee on Finance the addition of this late item to the agenda for the meeting under s.13.10 scheduled for September 26, 1996 and the authorization for the four unclassified project positions, as described, to end March 31, 1999. Because GPR funds have already been appropriated, and the program revenue appropriation is continuing in nature, supplemental expenditure authority is not included in this request.

Prior to the scheduled meeting under s.13.10, each member of the Joint Committee on Finance and the Legislative Fiscal Bureau will be provided a brief summary of the Wisconsin Sesquicentennial Commission's plans to date. I will attend the s.13.10 meeting and be available to answer any questions members may have.

Sincerely,

MOOSE

Richard "Moose" Speros
Secretary, Department of Tourism
Member, Wisconsin Sesquicentennial Commission

Attachment [position descriptions]

cc: Robert Lang
Dan Caucutt

WISCONSIN SESQUICENTENNIAL COMMISSION

Staffing

Executive Director: The Executive Director provides professional management services for the planning, funding, coordination and promotion of events throughout Wisconsin and beyond related to the observance of the sesquicentennial of Wisconsin statehood. The Executive Director would be paid a salary of \$70,000 plus benefits.

Assistant Director for Merchandising/Marketing*: The Assistant Director for Merchandising/Marketing will be responsible for coordinating the Commission's license plate marketing and merchandising programs with a minimum sales target of \$2.1 million. The person will also coordinate external communications; serve as the liaison for the Commission's Public Relations/Communications Committee and the Department of Tourism; coordinate the Commission's four grants programs; and oversee inter-agency activities with the Department of Natural Resources; the Department of Agriculture, Trade & Consumer Protection; the Department of Public Instruction, etc. The Assistant Director for Merchandising/Marketing would be paid \$45,000 plus benefits.

Administrative Assistant/Office Manager*: The Administrative Assistant/Office Manager provides administrative assistance to the Executive Director, Commission members and staff. The person will oversee the daily operations of the office including research and composition of correspondence and response to telephone inquiries; coordinate speaking engagements, Commission meetings, special projects; preparation of Commission minutes, etc. The person would also work with the Governor's office on budget oversight. The Administrative Assistant/Office Manager would be paid \$25,000 plus benefits.

Receptionist*: When the Commission's programs and the public's interest in the sesquicentennial generates to a necessary level of activity, the Commission will consider hiring a Receptionist to serve as the main receptionist and initial resource for the Commission including telephone coverage, E-mail and mail response. The person will perform program assistant work; provide computer data base support; provide miscellaneous office support functions such as review of mail, copying, ordering supplies, errands, etc. The Receptionist would be paid \$18,000 plus benefits.

*Positions funded through program revenue.

WISCONSIN SESQUICENTENNIAL COMMISSION
P.O. Box 1848
Madison, WI 53701-1848

September 16, 1996

The Honorable Brian Burke
302, 100 N. Hamilton
Madison, WI

Dear Senator Burke:

On September 26 the Wisconsin Sesquicentennial Commission will come before the Joint Committee on Finance to request authorization to hire one general purpose revenue (GPR) unclassified project position to serve as the Executive Director of the Commission. In addition, the Commission will ask for authorization to hire three program revenue (PR) unclassified project positions as support staff for the Commission. As the person recommended to serve as Executive Director, I wanted to provide you with an update on some of the activities related to the sesquicentennial.

As described in the enclosed pages, the Commission has been making significant progress in the last few months on a number of fronts. The primary fundraising campaign has yet to begin but already we are well on our way to matching the \$1.5 million in GPR funds. Wisconsin's businesses have already provided over \$200,000 with another \$250,000 tentatively pledged by one association. In addition, SC Johnson Wax and Wisconsin Manufacturers & Commerce have generously provided loaned executives to assist the Commission. The design for the special sesquicentennial license plate has been selected and will be available to Wisconsin's citizens in January 1997. The creation of a merchandising line is being researched.

The list of events and activities during 1998 is growing at a rapid pace. Planning is well underway for Wisconsin's representation at the Smithsonian Institution's Festival of American Folklife in Washington, DC and the restaging of Wisconsin's participation in Madison in August 1998. Television and film producers are out across the state shooting footage and books describing various details about Wisconsin are being laid out. Education programs for citizens of all ages are being crafted and advertising campaigns promoting Wisconsin are in their development stages. Grants programs, budgeted at nearly \$2 million, are about to be available to local communities and organizations for their own sesquicentennial events.

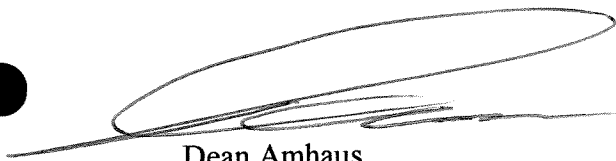
When one takes a moment to contemplate, the 150th anniversary of statehood is indeed a significant accomplishment. We have come a long way since our early days of lead mining and maritime trade. Our state and our people have significantly changed over 150 years. Unfortunately, in our all too busy world we often fail to reflect upon who we are as a society, where we came from and what drove us to take the path we did. Many of us

simply take for granted our past accomplishments and struggles. The sesquicentennial provides us with a great opportunity to rediscover our past as we design our future.

The accomplishments up to this point have been the result of the volunteerism of Commission members and the work of a diversity of people from state agencies and organizations. Only within the last month has there been a concentration by a few people on executing the work of the Commission. In the last few weeks, the level of activity has expanded significantly as our citizens become more aware and enthusiastic about the approaching sesquicentennial. There is no turning back. The state has committed itself to this celebration and it is now time for us to deliver the best results. However, without approval to staff the Commission, it will be difficult for the matching funds to be raised and a struggle for the programs to materialize. The level of excellence that we expect of ourselves and wish to demonstrate to the rest of the country will fall flat.

We ask your support in authorizing these positions so that we can set out to successfully accomplish the job that lies before us. If you should have any questions, commission members and I are more than willing to describe our plans and discuss the staffing needs. I may be reached at 266-0237.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Dean Amhaus', with a large, sweeping loop at the end.

Dean Amhaus

WISCONSIN SESQUICENTENNIAL COMMISSION
Staff

Dean Amhaus, Executive Director. Formerly Executive Director for the Wisconsin Arts Board.

Joedy Simonsen, Associate Director for Programs. Executive on loan: Community Relations Administrator, SC Johnson Wax.

To be filled, Assistant Director for Sales and Merchandising.

Pat Blankenburg, Special Assignment to the Wisconsin Sesquicentennial Commission. Executive on loan: Associate Director of Government Relations from Wisconsin Manufacturers & Commerce.

Jennifer Welsh, Governor's Liaison. Administrative Assistant to Governor Thompson's Chief of Staff.

To be filled, Administrative Assistant/Office Manager.

To be filled, Receptionist.

OFFICE

Address: 8 S. Carroll Street (Space donated by Home Savings Bank)
Madison, WI

Mailing: P.O. Box 1848
Madison, WI 53701-1848

Phone: 608-264-7990 (Beginning September 30, 1996)
608-264-7994

WISCONSIN SESQUICENTENNIAL COMMISSION

Revenue Highlights as of 9/16/96

PRIVATE FUNDRAISING

- \$205,000 has been pledged or donated by eight companies to serve as seed money for the Wisconsin Sesquicentennial Commission. These immediate contributions were not intended as the sole contribution by these eight companies.
- A tentative pledge of \$250,000 has been made by one association.
- Wisconsin Manufacturers & Commerce has formed a Sesquicentennial Task Force consisting of businesses and members of the Cultural Coalition, to assist in the fundraising plan and implementation.
- SC Johnson Wax and Wisconsin Manufacturers & Commerce have provided loaned executives to assist the Commission staff.
- A fundraising plan has been developed detailing a corporate recognition program for contributors.
- A major corporate executive is being solicited to serve as the Honorary Chairman of the Fundraising Campaign.

LICENSE PLATE

- A design has been created for the special Sesquicentennial license plate that will sell for \$15 with \$10 of that amount being directed to the Commission.
- The plate will be announced the end of October/beginning of November.
- A special flyer will be created to be mailed with each car registration's notice during 1997.
- The Sesquicentennial license plate will be available January 1, 1997.
- A billboard campaign will be created to assist in the marketing of the special plate.
- Sales projection: 5% of passenger and light trucks would generate \$1.9 million.

MERCHANDISING

Contacts are currently underway with merchandising firms to develop a line of consumer products in connection with the Sesquicentennial.

WISCONSIN SESQUICENTENNIAL COMMISSION

Events & Activities Highlights as of 9/16/96

FOLKLIFE FESTIVALS

Anchoring Wisconsin's Sesquicentennial festivities will be two extraordinary festivals that is being organized by the Wisconsin Arts Board to commemorate the heritage of the people of Wisconsin.

Smithsonian Institution's Festival of American Folklife

- Located on the National Mall, Wisconsin will be the featured state in the 1998 Festival from June 26-July 5.
- Besides Wisconsin's rich ethnic, regional and cultural heritage, our state's worklore will be featured with over 100 participants.
- The Festival draws an audience of one to one and a half million people.
- National visibility for a featured state is estimated to be at a value of \$9-12 million.

Wisconsin Folklife Festival

- The Wisconsin portion of the Smithsonian Institution's Festival will be restaged in Madison from August 20-23, 1998.
- The Festival will be located on the Capitol Square, as well as adjoining streets, parks and the Monona Terrace Convention Center.
- The number of participants in Madison will be nearly tripled from the number in Washington, D.C.
- Participants will be invited from our sister states in Germany, Japan, Mexico and Nicaragua.

Field research for both Festivals began during the summer of 1996 with 10 individuals working across the state.

PUBLIC & COMMERCIAL TELEVISION BROADCASTS

Highlighting television's Sesquicentennial broadcasts will be a commemorative series of Wisconsin history programs that is being developed by Wisconsin Public Television.

- Five one hour historical television programs will be produced and broadcast throughout the state. Tentative program titles are:
 - 1) *The Landscape of Home*-who we are because of the place we live.
 - 2) *A Gathering of People*-who we are because of the people who live here.
 - 3) *150 years of Debate*-who we are has determined our political history.
 - 4) *Bountiful Land, Working Hands*-what has determined the work we do.
 - 5) *In Our Own Backyard*-people and place determine how we 'play.'
- A 30-60 minute special documenting the creation of the Wisconsin Folklife Festival and Wisconsin's participation in the Smithsonian Institution's Festival of American Folklife.

- 52 historical Sesquicentennial Minutes commemorating significant moments in Wisconsin's history, will be distributed to every public and commercial television station in Wisconsin to be broadcast weekly.
- Special presentations of concerts in Wisconsin.
- Historical television programs will be put on video and marketed for post-broadcast sales to schools, libraries, businesses and any interested parties.

PUBLIC RADIO BROADCASTS

- Coupled with the Wisconsin Sesquicentennial Minutes, Wisconsin Public Radio will develop broadcasts that will include cultural and historical productions.
- Produce a four hour "University of the Air" series on the history of Wisconsin for broadcast and sales as cassettes.
- Produce a radio version of the Lake Superior Big Top Chautauqua Sesquicentennial special show and promote and sponsor the touring version throughout the state.
- Broadcast live from the Wisconsin Folklife Festival and, possibly, the Smithsonian Institution's Festival of American Folklife.
- Participate in any large Sesquicentennial events that would lend itself to radio, i.e. broadcast any musical composition that might be commissioned for the Sesquicentennial.
- Additional radio broadcasts and regular weekly programming will feature historical perspectives as well.

EXHIBITIONS

Numerous exhibitions will be specifically created for the Sesquicentennial. One exhibit that has already been planned is:

- *Wisconsin Then and Now*, an exhibition being created by the State Historical Society of Wisconsin and will travel throughout Wisconsin, will include photographs documenting the change and preservation that marks our state.

PERFORMANCES AND PRESENTATIONS

The sesquicentennial year will be marked by many performances and presentations by local and regional groups throughout Wisconsin. Events that are planned include:

- The University of Wisconsin-Extension will spearhead:
 - History presentations at each county fair across the state.
 - The Wisconsin Ideas Seminar will be presented as one of the state's celebratory events.
 - A theatrical performance titled *The Wisconsin Idea* will be produced and presented to Wisconsin audiences.

PUBLICATIONS

Articles in various state and local publications will be a regular feature in 1998 including:

- The Wisconsin Academy of Sciences, Arts and Letters will develop the following documents:
 - An exploration of the history and aesthetics of traditional American Indian crafts.
 - A celebration of Wisconsin writers through an anthology of short stories from Wisconsin.
 - Sesquicentennial monographs as well as teacher and student study guides will also be developed.
- Statewide series of weekly newspaper columns exploring Wisconsin history.
- Magazine articles will appear weekly.
- Numerous books about the resources of Wisconsin and the history of its people will be published.

EDUCATION PROGRAMS

Numerous educational programs are not only being developed for students from Kindergarten through high school but also adults. Programs that are being designed are:

- Pioneering Partners, a non-profit organization created to enhance learning in K-12 classrooms through the use of educational technology, will create a web site where Wisconsin students, working with their local community, will become historians, authors and artists as they produce educational resources about the state.
- *Celebrating Everyday Life in Wisconsin History* is a resource package for 4th grade classrooms to link them to organizations, documents and collections. The program invites active student classroom participation in researching specific aspects of Wisconsin's past and suggested resources to support the project. The five avenues to be explored are seasons, changes in work, changes in foodways, childhood and the built environment.

LIVING LEGACY PROJECTS

Various projects will be developed that will serve as a lasting legacy of the people of Wisconsin and the celebration of the state's 150th Anniversary.

- The Wisconsin Lake Schooner Education Association is building a historic Tall Ship, 125 feet in length with three 95-foot native white pine masts. The Schooner will set sail in 1998 and will tour the ports of Wisconsin. Following her maiden voyage, she will sail throughout the world as an ambassador for our State. The Association's primary purpose is to provide youth from diverse backgrounds with unique educational experiences.

ADVERTISING AND MARKETING

- Beginning in 1998, the Wisconsin Department of Tourism will shift its entire \$4 million advertising budget to focus on the Sesquicentennial.

- Laughlin/Constable, the advertising/public relations agency for the Department of Tourism, has been retained for a variety of purposes including:
 1. Implementation of special promotional events.
 2. Development of legacy programs for local communities.
 3. Development of partnerships with Wisconsin's sports teams, manufacturers, associations, convention and meeting planners.
 4. Creation of special auto tours and re-enactments.
 5. Development of a marketing program to promote the merchandising line.
 6. Development of a marketing program to promote license plate sales.
 7. Development of a package to support family reunions.
 8. Creation of special education programs.

Wisconsin's Sesquicentennial Celebration

In 1998 our state will take a rare opportunity to look back and appreciate the history, people and circumstances that have made the Wisconsin we know today.

Governor Thompson created the Sesquicentennial Commission to coordinate the celebration of 150 years of the people, culture and accomplishment that have defined Wisconsin since our first day of statehood.

Wisconsin's leading arts, cultural and educational institutions, have formed a "cultural coalition" as the cornerstone of the Sesquicentennial Commission's coordinated and broad-based series of educational, cultural and historical programs. These efforts will connect the people of our state to provide a deeper understanding and appreciation of the values, people and history that unite us. Sesquicentennial programs will be more than a celebration. Through the lens of the Sesquicentennial we will reinforce the "ideas in action" that distinguish our state. We will amplify the perception that Wisconsin is a special place to live, to learn and to do business. In doing so the Sesquicentennial will fuel Wisconsin's continued educational, personal and economic growth.

The Sesquicentennial will provide our schools with a new educational tool to help our children understand their unique heritage. In schools, at events, and in their homes via TV, radio and computers our students will learn our state's history. They'll learn about the many peoples who settled and built our state. And they'll learn how our economy developed.

Sesquicentennial programs will shine a spotlight on Wisconsin that extends across the state and the country to Washington, D.C. and beyond. National exposure will promote the state as a place to live, work and do business. Sesquicentennial projects, along with an estimated \$12 million of national and statewide media exposure will assure that the economic impact of the Sesquicentennial will be felt for years to come.

Sesquicentennial Cultural Coalition

*State Historical
Society of
Wisconsin*

*University of Wisconsin -
Extension*

*Wisconsin Public
Radio*

*Wisconsin Public
Television*

*Wisconsin Arts
Board*

*Wisconsin Academy of
Sciences, Arts & Letters*

*Wisconsin Humanities
Council*

Sesquicentennial Special Programming

What does the Sesquicentennial mean for Wisconsin? Over a two year period prior to 1998 and continuing post 1998, Wisconsin citizens and tourists will have opportunities to experience and enjoy the traditions and heritage of our state.

Folklife Festivals

Anchoring Wisconsin's Sesquicentennial festivities will be two extraordinary festivals commemorating the heritage of the people of Wisconsin. Wisconsin's traditions and cultural resources will be celebrated at the Smithsonian Festival of American Folklife, in Washington, D.C., June 26 - July 5, 1998. The ten day Festival will take place on the National Mall and explore the rich traditions of our nation through exhibitions. Wisconsin has been designated the featured state of the Festival.

A four day Wisconsin Folklife Festival held in Wisconsin, will restage our states exhibition space originally a part of the Washington, D.C. Festival. The Wisconsin Folklife Festival will take place in August, 1998. Some of the areas of Wisconsin's heritage to be researched and included in the exhibition are ethnic, regional and occupational traditions as well as Wisconsin foodways.

Historical Profiles

A statewide series of weekly newspaper columns exploring Wisconsin history will be a regular feature of the project. Related magazine articles will appear regularly, and numerous books about the resources of Wisconsin and the history of its people will be published.

In particular, two historical profiles will commemorate the Sesquicentennial. Books to be written and published for the celebration will: explore the history and aesthetics of traditional American Indian crafts; celebrate Wisconsin writers through an anthology of short stories from Wisconsin; and detail the University of Wisconsin's history. Additional Sesquicentennial monographs as well as teacher and student study guides will also be developed.

Regranting Programs

The Sesquicentennial provides an opportunity for organizations statewide to develop programming about Wisconsin. To facilitate these efforts,

local cultural attractions will be promoted through a competitive grant program. The program regranting funds to organizations across the state will invite participation from cultural and presenting organizations to participate for a technical and financial assistance program. Forty-five local projects including performances, symposia, exhibitions, readings and other opportunities will be funded. In addition, 5 state and regional projects will be supported through the regranting efforts.

Traveling Exhibition

To commemorate the Sesquicentennial, an exhibition titled *Wisconsin Then and Now* will travel throughout the state. The exhibition will include photographs documenting the change and preservation that marks our state.

Performances and Presentations

Sesquicentennial celebrations will include history presentations at each county fair across the state. The Wisconsin Ideas Seminar will be presented as one of the state's celebratory events. A theatrical performance titled *The Wisconsin Idea* will also be produced and presented to Wisconsin audiences.

Historical Broadcasts

Highlighting television's Sesquicentennial broadcasts will be a commemorative series of Wisconsin history programs. Five one hour historical television programs will be produced and broadcast throughout the state. One 30-60 minute programs will document the Wisconsin Folklife Festival. 52 historical Sesquicentennial Minutes commemorating significant moments in Wisconsin's history, will be distributed to every public and commercial television station in Wisconsin. They will be broadcast weekly during 1998 on stations across the state giving viewers ongoing insights into Wisconsin attractions and interests. The long form video produced for the Sesquicentennial will be marketed for post-broadcast sale to schools, libraries, businesses and any interested parties.

Coupled with what will be Wisconsin (historical) Minutes, radio broadcasts will include several cultural and historical productions, beginning in May 1998. Additional radio broadcasts and regular weekly programming will feature historical perspectives as well. Representatives from radio will promote activities and Sesquicentennial information at the Wisconsin State Fair.

Programming Overview/Presenting Organizations

<p>Wisconsin Arts Board</p> <p>Smithsonian Festival of American Folklife:</p> <p>Washington D.C.: June 26 - July 5, 1998</p> <p>Wisconsin Restaging: August, 1998</p>	<p>Wisconsin Academy of Sciences, Arts & Letters</p> <p>American Indian Craft Book</p> <p>Wisconsin Short Story Anthology</p>	<p>Wisconsin Humanities Council</p> <p>Regranting program to fund:</p> <p>45 Local Projects Including Performances, Symposia, Exhibitions</p> <p>5 State and Regional Projects</p>	<p>State Historical Society of Wisconsin</p> <p><i>Wisconsin Then & Now</i> Traveling Exhibition with Catalogue</p>
<p>University of Wisconsin - Extension</p> <p>Sesquicentennial Book</p> <p>Wisconsin Ideas Seminar with UW-Madison</p> <p>History Presentations at County Fairs</p> <p>Robert Gard Theatre: <i>Wisconsin Idea</i></p>	<p>Wisconsin Public Television</p> <p>5-6 Wisconsin Historical Documentaries with Companion Educational Materials</p> <p><i>Sesquicentennial Minutes</i> (52 fillers)</p> <p>Folk Festival Video</p>	<p>Wisconsin Public Radio</p> <p><i>Sesquicentennial Minutes</i></p> <p><i>Higher Ground</i></p> <p>WPR Talk Show Segments</p> <p>Joint Booth at State Fair</p>	<p>Sesquicentennial Commission</p> <p>Discretionary Funds</p> <p>Press Releases</p> <p>Promotional Materials</p> <p>Website</p> <p>Department of Tourism</p>

Sesquicentennial Funding and Recognition

Wisconsin businesses have long demonstrated their commitment to the people of this state. That commitment has been expressed through investment in our economy, support for community activities and volunteerism on the part of management and staff. That tradition will be renewed with the Sesquicentennial project.

All Sesquicentennial promotion, exposure and recognition will be in proportion to funding levels. Larger funders will have primary name identification with each and every Sesquicentennial project, venue and event. Funders will benefit from their association with the Sesquicentennial Commission's advertising and promotion efforts. Additional recognition through licensed use of the Sesquicentennial Logo will provide extensive opportunities for funder promotion and association with the Sesquicentennial celebration.

Under the umbrella of the Sesquicentennial Commission a unique "cultural coalition" of leading arts, history, education and broadcasting agencies have developed a broad and integrated program of Sesquicentennial activities. The joint efforts of the Cultural Coalition and the Wisconsin Manufacturing & Commerce Sesquicentennial Task Force will assure that funds are secured in a well organized and directed campaign. This effort will eliminate repeated and possibly competing fundraising appeals on the part of the many organizations delivering Sesquicentennial programs. Funders will be offered a single "point of entry" into the state's Sesquicentennial celebration. They will accrue a broad array of marketing opportunities with recognition beyond the scope of the Cultural Coalition's projects to incorporate additional Commission funded projects.

Project, print, broadcast, news media and World Wide Web recognition to funders will provide broad and repeated exposure. Recognition in Sesquicentennial materials (press releases, letterhead, press conferences) and special events will extend funders' visibility. Licensing of the Sesquicentennial logo for use within a company or as part of broad marketing campaigns completes the package. Companies are encouraged to develop their own promotional, public, corporate or employee relations programs attached to the Sesquicentennial celebration.

Companies will be encouraged to develop their own promotional, public, corporate or employee relations programs attached to the Sesquicentennial celebration.

Wisconsin businesses have long demonstrated an appreciation for their responsibility to the people of this state. That commitment has been expressed through investment in our economy, support for community activities and volunteerism on the part of management and staff. That tradition will be renewed with this Sesquicentennial project.

All Sesquicentennial promotion, exposure and recognition will be in proportion to funding levels. Larger funders will have primary name identification with each and every Sesquicentennial project, venue and event. Funders will also benefit through licensing arrangements for use of the Sesquicentennial logo determined by the level of funding, and

from the broad exposure and awareness of the Sesquicentennial celebration.

Wisconsin corporations, foundations and private citizens will be encouraged to fund this historic celebration. The Cultural Coalition will develop a broad and integrated program of Sesquicentennial activities. The Coalition is a unique working group with its ability to tap into a wide breadth of knowledge, concisely focus editorial decisions, and efficiently coordinate a fundraising campaign. The joint efforts of the Cultural Coalition and the Wisconsin Manufacturing & Commerce Sesquicentennial Task Force will assure that funds are secured in a broad and unified campaign, simplifying the process for funders who wish to participate.

Corporate Funding Recognition

Financial contributions at a variety of levels will provide unique opportunities for recognition and exposure. Funding organizations may expand on these opportunities through their own initiatives. To the extent possible the Commission and its program providers will participate in funders' events and other activities.

Funders will enjoy a variety of opportunities for recognition. They will be associated with the programs offered and with general Commission activities including press materials, letterhead, etc.

Sesquicentennial funders will receive local, statewide and national exposure. There are 5 levels of recognition: the Trailblazer, the Voyageur, the Founder, the Badger, and the Homesteader.

TRAILBLAZER

\$250,000 or more over three years 1996, 1997, 1998

Recognition

- ▶ Corporate logo in all Sesquicentennial materials (Commission and Cultural Coalition).
- ▶ Corporate use of licensed Sesquicentennial logo with commission approval.
- ▶ Commemorative thank you gift e.g. etched certificate of participation signed by governors.
- ▶ Sesquicentennial sponsor reception, January, 1998.
- ▶ Certificate of participation.

Event/Venue Recognition

- ▶ Priority recognition at all venues.
- ▶ Recognition during introduction of performances and events.
- ▶ Any funder located in a community where a grant funded event is being staged will be recognized.
- ▶ Funders to be recognized through signage at the travelling exhibition of *Wisconsin Then and Now*.
- ▶ Verbal and print recognition for funders at the Wisconsin Ideas Seminar with proportionate print recognition.
- ▶ Invitation to Washington, DC for 1997 Smithsonian Festival of American Folklife and the 1998 Wisconsin's Folklife Festival.
- ▶ Invitation to Washington, DC Smithsonian Festival of American Folklife opening reception.
- ▶ Invitation to host social events sanctioned by the Coalition at Folklife Festival with Commission chairs attending.
- ▶ Invitation to recognition banquets for the Festival of American Folklife and the Wisconsin Folklife Festival for banquets, luncheons and celebratory events in Washington, DC and Madison.
- ▶ Recognition at the 10 day Festival of American Folklife on the National Mall in Washington, DC on five to seven signs at entry points to exhibition.
- ▶ Recognition at the four day Wisconsin Folklife Festival.
- ▶ Special reception for up to 250 employees at Madison staging of Wisconsin Folklife Festival.

Print Recognition

- ▶ Recognition in press releases announcing grant awards.
- ▶ Proportionate recognition in programs at grant funded programming.
- ▶ Recognition in a least two issues of *Airwaves* distributed to 56,000

households in Wisconsin.

- ▶ Recognition in print materials, including the program guide accompanying all boxed sets of videos.
- ▶ Recognition in the print program in the traveling exhibition *Wisconsin Then and Now*.
- ▶ Funder newsletter updates, monthly, beginning June 1996 - December, 1998.
- ▶ Special publication recognition featuring historic profiles of major corporate Sesquicentennial sponsors and the state's foremost industry segments.
- ▶ Corporate name on the title page of all publications produced for the Sesquicentennial; single line, 1/4-inch wide.
- ▶ *Smithsonian Magazine* "Advertorial" Special advertising insert for up to eight firms
- ▶ Recognition in the program booklet of the Smithsonian Festival of American Folklife.

Broadcast Recognition

- ▶ Recognition with corporate logo and brief (four to six seconds) positioning statement on each video program and boxed video set. Name or logo to appear on video jacket or pamphlet.
- ▶ Recognition at the end of several Sesquicentennial Minutes.
- ▶ Recognition of funders during radio broadcasts.

VOYAGEUR \$75,000 or more over three years

Recognition

- ▶ Corporate name to appear on materials.
- ▶ Corporate use of licensed Sesquicentennial logo with Commission approval.
- ▶ Commemorative thank you gifts.
- ▶ Sesquicentennial sponsor reception, January, 1998.
- ▶ Certificate of participation, suitable for framing, signed by governors.

Events/Venue Recognition

- ▶ Recognition in all venues.
- ▶ Any funder located in a community where a grant funded event is being staged will be recognized.
- ▶ Funders to be recognized through appropriate signage at the travelling exhibition of *Wisconsin Then and Now*.
- ▶ Special reception for up to 100 employees at Madison staging of Wisconsin Folklife Festival.

- ▶ Recognition at the four day Wisconsin Folklife Festival.

Print Recognition

- ▶ Proportionate recognition in programs at grant funded programming.
- ▶ Appropriate recognition in a least two issues of *Airwaves*.
- ▶ Recognition in print materials, including the program guide accompanying all boxed sets which recognizes funders.
- ▶ Recognition of funders in the print program for the traveling exhibition *Wisconsin Then and Now*.
- ▶ Funder newsletter updates, monthly, beginning June 1996 - December, 1998.
- ▶ Special publication featuring historic profiles of major corporate Sesquicentennial sponsors and the state's foremost industry segments.
- ▶ Corporate name on the acknowledgement page of publications; single line, 1/4 inch wide.
- ▶ *Smithsonian Magazine* "Advertorial" Special advertising insert for up to eight firms.

Broadcast Recognition

- ▶ Roughly two seconds of television airtime recognition, name and logo, on each video program and boxed video set. Name to appear on video jacket or pamphlet.
- ▶ Recognition of funders during radio broadcasts.

FOUNDER \$30,000 or more over three years

Recognition

- ▶ Corporate use of licensed Sesquicentennial logo with commission approval.
- ▶ Commemorative thank you gifts.
- ▶ Sesquicentennial sponsor reception, January, 1998.
- ▶ Certificate of participation signed by governors.

Events/Venue Recognition

- ▶ Recognition at all venues.
- ▶ Any funder located in a community where a grant funded event is being staged will be recognized.
- ▶ Funders to be recognized through appropriate signage at the travelling exhibition of *Wisconsin Then and Now*.
- ▶ Special reception for up to 50 employees at Madison staging of Wisconsin

Folklife Festival.

- ▶ Recognition at the four day Wisconsin Folklife Festival.

Print Recognition

- ▶ Recognition on print materials.
- ▶ Proportionate recognition in programs at grant funded programming.
- ▶ Appropriate recognition in a least two issues of *Airwaves*.
- ▶ Recognition in print materials, including the program guide accompanying all boxed video sets.
- ▶ Funders to be recognized in the print program for the traveling exhibition *Wisconsin Then and Now*.
- ▶ Funder newsletter updates, monthly, beginning June 1996 - December, 1998.
- ▶ Special publication featuring historic profiles of major corporate Sesquicentennial sponsors and the state's foremost industry segments.
- ▶ Corporate name on the acknowledgement page of publications with the exception of school materials; single line, 1/8 inch wide.

Broadcast Recognition

- ▶ Name in a crawl on video presentations as part of underwriting credits.

BADGER \$10,000 over three years

Recognition

- ▶ Invitations to special events.
- ▶ Commemorative thank you gifts.
- ▶ Sesquicentennial sponsor reception, January, 1998.
- ▶ Certificate of participation signed by governors.

Events/Venue Recognition

- ▶ Funders to be recognized through appropriate signage at the travelling exhibition of *Wisconsin Then and Now*.
- ▶ Recognition at the four day Wisconsin Folklife Festival.

Print Recognition

- ▶ Recognition in print materials.
- ▶ Proportionate recognition in programs at grant funded programming.
- ▶ Appropriate recognition in a least two issues of *Airwaves* distributed to

56,000 households in Wisconsin.

- ▶ Recognition in print materials, including the program guide accompanying all boxed sets of videotapes which recognize funders.
- ▶ Funders to be recognized in the print program for the traveling exhibition *Wisconsin Then and Now*.
- ▶ Funder newsletter updates, monthly, beginning June 1996 - December, 1998.
- ▶ Special publication featuring historic profiles of major corporate Sesquicentennial sponsors and the state's foremost industry segments.
- ▶ Corporate name on the acknowledgement page of Sesquicentennial publications with the exception of school materials; listed in single columns.

Broadcast Recognition

- ▶ On-air television recognition in extended crawl for home videos but not on-air.

HOMESTEADER

\$500-\$1000

A funding level for small, locally oriented businesses, service clubs, non-profit entities and local units of government who may wish to participate.

Recognition

- ▶ Limited licensing use of Sesquicentennial logo.
- ▶ Certificate of participation.
- ▶ Sesquicentennial sponsor reception, January, 1998.
- ▶ Funder newsletter updates, monthly, beginning June 1996 - December, 1998.
- ▶ Special publication featuring historic profiles of major corporate Sesquicentennial sponsors and the state's foremost industry segments.

Ancillary Opportunities

Media Coverage

Media coverage of Wisconsin's Sesquicentennial will include:

- National media coverage of the Smithsonian Festival of American Folklife.
- Six hours of programming broadcast on public television across the state.
- Weekly "Sesquicentennial Minutes" broadcast on most television stations (public and commercial) across the state 52 segments over the course of the year.
- Wisconsin news media coverage including print, broadcast and other related outlets.
- Creation and placement of background newspaper and magazine articles.
- The combined media coverage of the Smithsonian Festival of American Folklife, the Wisconsin Folklife Festival, the broadcasts and the 52 minutes and subsequent media coverage of other projects is estimated to be worth \$20 million or more.

Internal Publications

Sesquicentennial activities will be promoted through internal publications of the participating Cultural Coalition members. Newsletters and publications distributed to the memberships and/or employees of Coalition member organizations will feature information on Sesquicentennial events and funders. Internal publications of The University of Wisconsin - Extension, Wisconsin Public Television, Wisconsin Public Radio, Wisconsin Arts Board, Wisconsin Academy of Sciences, Arts & Letters, Wisconsin Humanities Council and the State Historical Society will highlight events of the celebration.

WISCONSIN SESQUICENTENNIAL COMMISSION

P.O. Box 1848

Madison, WI 53701-1848

(608) 264-7990 beginning September 30, 1996

September 11, 1996

Honorable Brian Burke, Senate Co-Chair
Joint Committee on Finance
100 North Hamilton Street
Room 302
P. O. Box 7882
Madison WI

Honorable Ben Brancel, Assembly Co-Chair
Joint Committee on Finance
119 Martin Luther King, Jr. Blvd.
Suite LL2
P. O. Box 8952
Madison WI

Dear Senator Burke and Representative Brancel:

Request

The Wisconsin Sesquicentennial Commission requests approval of 1.0 GPR unclassified project position in the appropriation under s.20.525(1)(e) and 3.0 PR unclassified project positions in the appropriation under s.20.525(1)(g) in order to provide staff for operations of the Commission. The project positions' end date is March 31, 1999.

Background

The Wisconsin Sesquicentennial Commission was created by 1991 Wisconsin Act 269 to plan activities associated with the 150th anniversary of Wisconsin's admission as a state in 1848. In the last biennial budget bill, 1995 Wisconsin Act 27, the Commission was provided appropriations and statutory responsibilities and was transferred from the Office of the Governor to the State Historical Society. The Governor objected to this transfer and vetoed select provisions, indicating at the time a desire to retain the Commission under the Governor's Office. Subsequently, 1995 Wisconsin Act 216 restored the Commission and appropriations to the Office of the Governor.

Under current law the Commission has \$150,000 GPR in a continuing appropriation. In addition, it has a program revenue continuing appropriation for "all moneys received by the Wisconsin sesquicentennial commission from gifts, grants or bequests to be used for the purposes for which made and received." The Commission is authorized to employ staff outside the classified service subject to the provisions of s.16.505 of the statutes.

In its meetings the week of September 2, the Commission voted to seek approval of the Joint Committee on Finance under s.13.10 for four project positions: an Executive Director to be funded from the Commission's 20.525(1)(e) GPR appropriation, and three additional positions to be funded from the 20.525(1)(g) gifts and grants appropriation. These positions are described in the attachment.

At this time the Commission requests of the Joint Committee on Finance the addition of this late item to the agenda for the meeting under s.13.10 scheduled for September 26, 1996 and the authorization for the four unclassified project positions, as described, to end March 31, 1999. Because GPR funds have already been appropriated, and the program revenue appropriation is continuing in nature, supplemental expenditure authority is not included in this request.

Prior to the scheduled meeting under s.13.10, each member of the Joint Committee on Finance and the Legislative Fiscal Bureau will be provided a brief summary of the Wisconsin Sesquicentennial Commission's plans to date. I will attend the s.13.10 meeting and be available to answer any questions members may have.

Sincerely,

A handwritten signature in dark ink, appearing to read "Moose".

Richard "Moose" Speros
Secretary, Department of Tourism
Member, Wisconsin Sesquicentennial Commission

Attachment [position descriptions]

cc: Robert Lang
Dan Caucutt

WISCONSIN SESQUICENTENNIAL COMMISSION

Staffing

Executive Director: The Executive Director provides professional management services for the planning, funding, coordination and promotion of events throughout Wisconsin and beyond related to the observance of the sesquicentennial of Wisconsin statehood. The Executive Director would be paid a salary of \$70,000 plus benefits.

Assistant Director for Merchandising/Marketing*: The Assistant Director for Merchandising/Marketing will be responsible for coordinating the Commission's license plate marketing and merchandising programs with a minimum sales target of \$2.1 million. The person will also coordinate external communications; serve as the liaison for the Commission's Public Relations/Communications Committee and the Department of Tourism; coordinate the Commission's four grants programs; and oversee inter-agency activities with the Department of Natural Resources; the Department of Agriculture, Trade & Consumer Protection; the Department of Public Instruction, etc. The Assistant Director for Merchandising/Marketing would be paid \$45,000 plus benefits.

Administrative Assistant/Office Manager*: The Administrative Assistant/Office Manager provides administrative assistance to the Executive Director, Commission members and staff. The person will oversee the daily operations of the office including research and composition of correspondence and response to telephone inquiries; coordinate speaking engagements, Commission meetings, special projects; preparation of Commission minutes, etc. The person would also work with the Governor's office on budget oversight. The Administrative Assistant/Office Manager would be paid \$25,000 plus benefits.

Receptionist*: When the Commission's programs and the public's interest in the sesquicentennial generates to a necessary level of activity, the Commission will consider hiring a Receptionist to serve as the main receptionist and initial resource for the Commission including telephone coverage, E-mail and mail response. The person will perform program assistant work; provide computer data base support; provide miscellaneous office support functions such as review of mail, copying, ordering supplies, errands, etc. The Receptionist would be paid \$18,000 plus benefits.

*Positions funded through program revenue.